

**PROJECT REPORT ON
A STUDY ON EMPLOYEE ENGAGEMENT AN ITS IMPACT ON
EMPLOYEE RETENTION WITH REFERENCE TO JANATA FISH
MEAL AN OIL PROUCTS LT, KOTA**

Submitted By

CHAITRA U

(4AL21BA018)

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

**In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

Internal Guide

Dr. Catherine Nirmala
PG Department of Business
Administration
Alva's Institute of Engineering and
Technology, Mijar, Moodbidri

External Guide

Mr. Ravi Kiran
HR manager
Janatha Fishmeal and Oil
Products Ltd KOTA



PG Department of Business Administration

Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar,
Moodbidri, D.K – 574225

MAY-2023



TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Chaitra U (USN: 4AL21BA018) a Student of MBA, From Alva's Institute of Engineering and Technology, Has undergone internship From 21th April 2023 to 27 May 2023.

During the period of Internship she has worked on a project Named " Study on employee engagement and its impact on employee retention with reference to Janata fish meal and oil products limited ". During the project she has successfully met the objectives of the internship. We found Ms. Chaitra U to be hardworking, sincere and displayed good conduct.

We wish her all successes in future endeavors.


Authorized signatory 08/08/23



Date :02-08-2023

Place : Kota

Janatha Fish Meal & Oil Products

Regd Factory & Office :- Manoor Fisheries Road Kota, Udupi Tq & Dist Karnataka, INDIA - 576221
+91 820 2987175, mail@janathafishmeal.com, www.janathafishmeal.com
GSTIN : 29AAEFJ1257G1ZE, Pan No: AAEFJ1257G





ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

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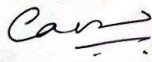
Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 02-09-2023

CERTIFICATE

This is to certify that **CHAITRA U** bearing USN 4AL21BA018 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE RETENTION WITH REFERENCE TO JANATHA FISH MEAL AND OIL PRODUCTS LTD, KOTA" is prepared by her under the guidance of **Dr. Catherine Nirmala, Professor**, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Signature of Internal Guide


Mrs. Priya Sequêira
DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

Shobhavana Campus, Mijar, Moodbidri - 574225, Mangalore, Karnataka, India
08258-262724 (O), 262725 (P) principalaiet08@gmail.com www.aiet.org.in

DECLARATION

I, CHAITRA U, hereby declare that the Project report entitled "**A Study on EMPLOYEE ENGAGEMENT AN ITS IMPACT ON EMPLOYEE RETENTION**" with reference to " **Janatha Fishmeal and Oil Products ltd** " **KOTA,** is prepared by me under the guidance of **Dr. Catherine Nirmala,** Professor, PG Department of Business Administration, Alvas Institution of Engineering and Technology, Mijar and External assistance by Mr. Manikanta, Janatha Fishmeal and Oil Products Ltd.

I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 04/09/2023



Signature of the students

ACKNOWLEDGEMENT

Preparing this project report has been a wonderful experience all together without the assistance of certain special people it would be impossible for me to present this project in its current format. To thank them all individually would be a pleasant task but an Endeavour that would fall short of its mark even with the best intentions however I would like to acknowledge a few key people who have been instrumental in my preparation of this project report.

Firstly, I express my heartfelt thanks to the Visvesvaraya Technological University for including project work as a compulsory paper for MBA students that made me get a best knowledge and it will help me for my better future.

I would like to express my sincere thanks to principal **DR. PETER FERNANDEZ**, AIET, Moodbidri, and I express my deep sense of gratitude to **Mrs. Priya Sequeira**, HOD and also to my internal guide professor PG Department of Business Administration, Alva's Institution of Engineering and Technology, Mijar for his constant support and encouragement to carry out my project successful without much difficulty.

I am also greatly indebted to external guide **Mr. Ravi Kiran**, HR Manager, Janatha Fishmeal and Oil Products Ltd "KOTA for providing me all the necessary help and requirement guidance for the completion of my project and also for the valuable time that he gave me from his schedule.

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EXECUTIVE SUMMARY

The project work on “A Study Employee Engagement and its Impact on Employee Retention”. The project was done at Janatha Fish Meal and Oil Products Ltd. It gives clear picture of the Employee Engagement and its Impact on Employee Retention For preparing this project. It is very much clear that there is a wide scope for Janatha Fish Meal and Oil Products

The organisation is developing day by day. It was very exciting to experience the real INDUSTRIES OF Janatha Fish Meal and Oil Products Lt, KOTA . From this project work on “A Study Employee Engagement and its Impact on Employee Retention." I learnt Janatha Fish Meal and Oil Products is a reputed organization which has developed its goodwill in the market to compete with Yaskawa Fish Meal and Oil Company, Uyehara, Raj Fish Meal and Oil Company, Malpe ,Harris Marine Products Mukai, Mangalore , Mukai Seafood Industries, Bangalore etc. Janatha Fish Meal and Oil Products is functioning well for the upliftment of the economy.

This project is divided into five chapters, each of which covers a distinct area of the company. The initial chapter introduces the industry and company context, highlighting key aspects like company leadership, vision, and offerings. It outlines operational areas, infrastructure, competitors, and potential growth, supported by a SWOT analysis. This chapter sets the stage for understanding the company's position and future possibilities.

In the second chapter, we delved into the theory that supports our study and explored existing research on the topic. We reviewed at least 20 different studies to understand what's already known and identify gaps in the research. This helped us see where our study fits in and what questions still need answers. By looking at a wide range of literature, we gained insights that guided our research and highlighted areas that haven't been explored thoroughly.

In the third part, we defined the main problem, reasons for conducting the study, and set clear goals. We also outlined what our study covers, how we'll conduct it, and the assumptions we're testing. While exploring the topic's boundaries, we acknowledged potential constraints that might affect the study's outcome.

In the fourth chapter, we thoroughly studied the gathered data and used helpful tables explain it better. These visuals made it easier to understand important trends and connections in the

information. By looking closely at the data, we could figure out the main points we were investigating. These tables also helped us explain our findings more clearly and made it simpler to make important decisions based on the results.

In the fifth chapter, we summarized our discoveries, drew conclusions, and provided valuable suggestions and recommendations. This chapter serves as a condensed guide for implementing insights gained from the study.